

YouTube Video Marketing Report

By Matt Broich

I'm convinced YouTube is where internet marketers should be focusing more and more of their energy. The traffic is mind-boggling and it's targeted. Some days YouTube actually gets more traffic than Google, plus YouTube videos often wind up in the top of search engine results. If you pick the right product and execute correctly you can tap into gobs of free traffic.

This free report is designed to share some basic tips and tricks I've discovered and get you on your way to making money with YouTube.

Finding Products to Promote

This report is centered around promoting Clickbank products. But the video marketing techniques you will discover can work with any product or service. You can use video to sell physical products, generate leads, generate newsletter signups, etc.

Most seasoned affiliates know how to find Clickbank products to promote, but for the potential new ClickBank affiliates reading this report I will provide a few tips.

One: go to Clickbank.com and visit the marketplace. There you can find products organized into categories.

Two: as a great alternative to the marketplace and for a better search and more product analysis visit: <http://www.cbengine.com> .

Tips for Picking Products

These are just some general rules to follow when searching for Clickbank products. They're parameters I set for picking products to affiliate.

Find your passion: It's better to pick a niche you like or have some expertise with than not. If you like the niche you're going to do a far better job promoting it. Your enthusiasm will come through and you'll get more sales. Plus, the biggest key to promoting Clickbank products is consistency and perseverance. If you love what you're doing you'll have the drive to work consistently to success.

Center of Gravity: Each product in the marketplace is assigned a gravity number. This figure basically represents the number of affiliates actively selling the product. I look for a gravity between 10 and 100. Below ten signals a new product, a poor product or a very small demand. Over 100 signals that the product is obviously selling well, but there is major competition and it'll be more challenging to muscle in. Lastly, make sure the merchant's site is professional and the sales pitch is convincing.

Minimize Refund Rates: While the refund rates can't be determined for recurring products, the rate is calculated for single products. I typically won't promote a product with a return rate above 10%. However, since video marketing has no hard costs involved you may find it acceptable to promote products with higher return rates, especially if they pay well.

Maximize Your Percent of Sales or Dollars Earned: I will only promote products that give me at least 50% (with some exceptions). When it comes to the actual dollar amount I like to make a minimum of \$20 per sale. Obviously this number is flexible. If you have a really hot product that only pays \$5 per sale you might make up the difference in sales volume. Also, pick products with good upsells.

Sales History Must Be Promising: Is the product showing a steady sales increase week after week? You want solid, rising sales.

CHECK TRAFFIC DEMAND FOR PRODUCT NICHE. How much search traffic is shown on the [Google External Keyword Tool](https://adwords.google.com/select/KeywordToolExternal)?

<https://adwords.google.com/select/KeywordToolExternal>

Also search YouTube to see how much traffic other videos in your niche are getting. I like to see videos getting thousands of plays.

On to video...

Creating Video

Equipment

Here's the beauty of video marketing: you don't need an expensive studio, lights or camera. All you need is a webcam, a lamp for some minimalistic lighting and a computer with a little hard drive space. Or simply use a video creation service like <http://www.animoto.com>.

Camera: You can find webcams at any computer store, online auction sites, office stores, they're everywhere. Most computers come with built-in webcams. I don't recommend getting the cheapest webcam or the most expensive. You can never go wrong with a medium range webcam. They set up easily on your computer monitor and they come with basic software to install. For those obsessed with high quality, consider the HD flip. It's under \$200.

If you have a bigger video camera you can use that. However, I wouldn't use a camera that requires miniDV tape. The reason why is that you'll have to capture the video and that will add time to the production of your video. The idea is to produce videos FAST. You want to become a video creation factory.

Lights: You could spend hundreds of dollars lighting a space, but all you need is a lamp or good natural light. Your video shouldn't be dark and grainy, but well lit and cheerful. You can even use one lamp behind you for backlighting and a lamp in front of you for basic front-lighting. It's simple .

Computer: Any computer will work, but you do want ample hard drive space as video takes up a lot of space. As you will discover later, you're going to be creating a lot of video so you may consider buying a separate external hard drive just for your video marketing business. You don't want to delete old video because you may find new places to upload. Keep everything you create.

Studio: Your office is your studio. Make sure your space is clean and tidy. Nobody wants to buy products from somebody who looks like a slob. Your office should look professional. I once saw a video marketer who was recording videos in what was obviously his daughter's room. There was pink doll-pattern wallpaper behind him and most of the comments on his video mentioned the strange backdrop. I can guarantee this unfortunate pick of backdrops killed his sales.

On top of a nice clean space, you yourself also want to look well-dressed and groomed. Don't wake up with bed head in your pajamas and record a video while wolfing down your morning cheerios. On the opposite end, don't show up wearing a three-piece suit as you'll look stuffy. Casual professional is always the way to go for online video marketing.

Recording and Editing

Do not be intimidated. The technology has become so advanced that it involves no more than pushing a few buttons. Set up your webcam. Make sure you're centered in the picture, push record, read your pre-written script or simply talk about what you already know, hit stop and you're good to go. In fact, you shouldn't even need to do any editing.

If you decide to edit, your webcam package will likely come bundled with basic video editing software as well.

One tip on editing: Don't get cute. By cute I mean don't do fancy cut transitions, don't use effects. It's tempting because they're fun, but they're distracting. People don't want to see your edits. In fact, if you can see edits, it's not good video editing. Editing should be seamless and not disturb the flow and message of your marketing video.

Video Content

This is one of the most important parts of this report. Content is everything and you want to have high-quality informative content.

Reviews or Informational?

I recommend two approaches or styles to creating video content. You can do product reviews, an informational video, or both.

Reviews: A review video is just what it sounds like. You review a product, citing pros and cons. In this review you don't want to giveaway too much of the product or there will be no motivation to buy. So it's best to highlight the chapters in the e-book, or if it's software, highlight the various features and even throw in a drawback here and there, if there are any. Then talk about the product's emotional benefits. Maybe the product saved you time, or helped you solve a problem or made you a lot of money. People respond to emotional results more than they do technical features. My advice is to cover both.

Always end your video with a powerful hook. Something that will entice them to visit your link and discover more. Perhaps you tell them to sign up for a newsletter to get more free info. Or invite them to read the testimonials, watch a free video, or try out a free demo on the vendor website. And also be sure to include the URL you are promoting on the video at all times and have a link to it in the video description as the very first thing and then again at the bottom of the video description.

Informational Videos: These videos normally include tips, tricks, advice, and how-to info. So let's take an example: Golf. Create a short video that has some basic putting tips. Invite them to click your link for more golf tips and advice.

Resources: Where do you get this content? It's easy. If you're not already an expert, find it online. Visit article directories, product websites and put some content together. Never copy anything verbatim as it's copyright infringement. I'll usually go out and read as much as I can on

a given topic and familiarize myself with the subject and then write my own script from memory. It comes out in my own words and is 100% my content.

Make sure the content is useful. Everybody can see through a poorly camouflaged marketing pitch. When you give away solid tips and advice people respond and will trust you.

If you focus on one niche and don't quite have the subject matter mastered, keep reading and studying it in a few weeks you will develop enough knowledge to speak competently. You should also purchase the product you're promoting which will add to your expertise.

A Word of Caution About Creating Commercials: Straight commercial content CAN work, but it's something you should only try after you've created a successful revenue stream doing review and/or infomercials.

Affiliate URLs

I don't recommend putting an affiliate URL in your video description or any kind of third-party cloaking URL. It looks weird to people and they'll be hesitant to click. You have two options in working around this problem.

Use a Domain to Disguise Affiliate URLs: Purchase a related domain and simply redirect that URL with your embedded affiliate link to the product you're promoting.

Example: If I were promoting a HOW TO GET BETTER AT GOLF manual I'd pick up a domain like HelpfulGolfTips.com and redirect that with my affiliate URL to the product.

Your domain is registered through an entity like GoDaddy, DirectNIC, or Register.com – generally your domain control panel will allow you to redirect to an affiliate URL. Look for an option like Host Records and select a Framed URL if you can. You will need to have your DNS NAMESERVERS set to the registrar defaults for this to work.

Link to Affiliate URLs Through a Landing Page: If you already have a web site, you can take them to a landing page on your website or a free blog site and from there send users to the affiliate product you are promoting.

Promoting Online Video

YouTube

Creating video will get you nowhere unless customers see it! Since YouTube is by far the highest traffic video site around, that is the primary web site to get your video viewed.

YouTube Terms of Service: Always label and tag the content of your video accurately. If you misrepresent your video YouTube will eventually catch you and delete it. Don't put any high traffic keywords into your tags just to get traffic, unless, of course, the content of your video covers those particular key words.

And while we're on the subject of keywords. Always place the key phrase first in your title. Back to the golf example. Here's how I might title a golf video: Golf Tips: Three Hot Golf Tips to Drastically Improve Your Swing Overnight!

Use the key words and then create an enticing hook in your title that will grab attention. A compelling, key word rich title can quadruple your video plays.

Getting Noticed

Okay, ready for the good stuff? How do you make your video rise to the top of the noise and clutter on YouTube and do so in an automated fashion? First your video must have plenty of the following to get a higher ranking on YouTube search results:

- 1:) Channel Views
- 2:) Video Views
- 3:) Video Ratings
- 4:) Video Favorites
- 5:) Video Subscriptions
- 7:) Video Comments
- 8:) Back-links

I have two tools I use to increase my plays, friends, subscribers and comments and everything above. I hate to say this, but if you're not using both these tools you're going to have a pretty difficult load to tow, unless, of course, you're a glutton for punishment and want to perform these functions manually.

UTubePlays: <http://www.utubeplays.com> – This is a YouTube SEO Service that'll help you increase the amount of views, favorites, comments, channel views, etc. in a hands-free, automated way. The more views, subscribers and comments your video receives, the higher you will rank in YouTube's search results. YouTube displays the most popular videos first and this service is how you climb to the top quickly. Now, it'd get expensive to use it on EVERY SINGLE VIDEO you create, so pick your three best videos with the highest traffic keywords and purchase views, ratings, comments and favorites. You'll see your video shoot to the top of YouTube's search results fast. <http://www.utubeplays.com>

Tube Toolbox: <http://www.tubetoolbox.net> - This service helps you add friends, subscribers, post comments, etc using software instead of doing it manually. It pays for itself quickly. They have monthly programs, but I personally buy a lifetime membership for each YouTube account I set up. Best part is that this software runs in the background while you work on other projects. I leave Tube Toolbox running nearly every night. <http://www.tubetoolbox.net>

Both these services are careful to operate within YouTube's terms of service and using them will not result in getting your video or account getting banned.

Back-links to Your Video: Back-links are very POWERFUL for promoting YouTube videos! A Back-link is when your Channel or Video URL is posted anywhere on the web. The more back-links, the better. Link to your video from Twitter, Facebook, MySpace, EzineArticles, your blog and all the free one-way link directories you can find.

Other Video Sites

While YouTube is where the bulk of traffic is located, you can also upload videos to the following sites:

<http://www.break.com>

<http://www.dailymoiton.com>

<http://www.vimeo.com>

<http://www.metacafe.com>

And many others...

Questions & Answers

What about trying to market products using already created viral content?

I've experimented with this and it hasn't been totally successful. A lot of people think they can put up a, let's say, 'hot girl video', get thousands of plays and pick up sales. It can and does work, but nothing is better than targeted, content rich videos for conversion rates.

How many videos should you create?

I would set a goal to create 50-100 videos for one product. I know that sounds INSANE, but it'll generate plenty of clicks and create a cumulative effect.

Create 5-10 videos to start, test the waters and if you start to get views and conversions, go for the full goal of 50-100. It's a work-horse method, but once they're up on YouTube they'll be sending you traffic and sales forever. While I appreciate the video creation software services, nothing beats seeing an actual human being talking. It personalizes the video and instead of looking like every other marketing video out there, you have something unique.

To wrap up and recap, find a product that converts with abundant search traffic, create good videos with valuable content and use the two services above and you're going to see traffic from YouTube. It's as easy as that.

Matt Broich

P.S. Feel free to pass this report along to your friends and associates, use it as a giveaway, etc. Just please don't alter the copy or links.